

Abstract

A method of reciprocally publishing and matching data files is disclosed. The method includes facilitating the creation of Category A and Category B data files having a respective sets of characteristics defined utilizing a common language architecture, associating enhancement objects with each data file, identifying characteristics in each data file which must be met by other data files, weighting characteristics in each data file differently from other characteristics in the same data file, enabling the selection of participation levels for each data file in marketspaces, and matching Category A data files participating in particular marketspaces to Category B data files participating in the same marketspaces using the common language architecture, the enhancement objects, the weights and the required characteristics.